

**MINUTES OF THE COMMUNICATIONS AND CUSTOMER SERVICE  
COMMITTEE MEETING  
OF THE RAINBOW MUNICIPAL WATER DISTRICT  
SEPTEMBER 16, 2025**

1. **CALL TO ORDER** – The Communications and Customer Service Committee Meeting of the Rainbow Municipal Water District on September 16, 2025, was called to order by Vice Chairman Stewart at 1:00 p.m. in the Board Room of the District, 3707 Old Highway 395, Fallbrook, CA 92028. Vice Chairman Stewart Presided.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL:** Member Stewart, Member Hoffman, Member Kozak, Member Johnson

**Also Present:** General Manager Wiley, Information Technology Manager Khattab, Administrative Analyst Weber, Alternate Harp, Operations Manager Gutierrez, District Secretary Quintanar, Customer and Meter Services Supervisor Cruz

**Absent:** Member Shute

**Also Present Via Teleconference or Video Conference:** Administrative Assistant II Montano

4. **SEATING OF ALTERNATES**

No alternate was seated.

5. **ADDITIONS/DELETIONS/AMENDMENTS TO THE AGENDA**

There were no changes requested.

6. **APPROVAL OF THE AGENDA**

***Motion: To approve the Agenda as presented.***

***Action: Approve, Moved by Member Kozak, Seconded by Member Johnson***

***Vote: Motion carried by unanimous vote (summary: Ayes = 4)***

***Ayes: Member Hoffman, Member Stewart, Member Kozak, Member Johnson***

7. **PUBLIC COMMENT**

There were no members of the public present.

8. **APPROVAL OF MINUTES**

A. July 15, 2025

***Motion: To approve the Consent Calendar as presented: July 15, 2025, minutes as presented.***

***Action: Approve, Moved by Member Kozak, Seconded by Member Stewart***

***Vote: Motion carried, majority vote with Member Johnson abstaining (summary: Ayes = 3)***

***Ayes: Member Stewart, Member Hoffman, Member Kozak***

## **9. COMMENTS & REQUESTS**

- A. General Manager's Comments
- B. Committee Member's Comments

General Manager Wiley provided an update on the efforts of State and Federal lobbyists working with the agencies participating in the Mutual Services Agreement. State and Federal funding is scarce, and many programs are on hold, but there is optimism for next year, and we have submitted an application through CalOES for six generators for backup power to our existing pump stations. This grant involves federal funds allocated through the state, and Rainbow's portion would be \$3.75M. It is anticipated that, if awarded, funding would be obtained in 2027. He also reported on a budget trailer bill intended for streamlining and progressing the Delta Tunnel Project. Unfortunately, despite multi-agency efforts, the bill did not succeed. Senate Bill 72 (SB 72), which sets a statewide water supply target of 9 million acre-feet of additional water supply by 2040, passed through the Senate and the House and is awaiting the governor's signature. The Sites Reservoir received approximately \$220M in unexpected funding, which will provide storage capacity north of the Delta and provide additional reliability to Southern California.

Mr. Wiley continued to report on local development activity, specifically Ocean Breeze and the Havens. Also, Gary Arant, General Manager of the Valley Center Municipal Water District, announced his retirement, and Lindsay Leahy has been selected as his successor. Metropolitan Municipal Water District's General Manager also has plans to retire this year, and recruitment efforts are underway.

In response to Member Kozak, Mr. Wiley reported that the Gopher Pump Station project is in design and one of a few projects expected to be "shovel-ready," and potentially eligible for grant funding next year. Member Kozak suggested seeking available funds through the office of Supervisor Desmond. He answered questions for Member Hoffman regarding the Eagles' Perch process. Design is underway, and the project's construction schedule will be expedited, if possible. He added that monthly updates will be provided on Rainbow's high-priority projects.

Responding to Member Stewart, Mr. Wiley stated that staff have been working with auditors to complete the audit, and we will have more information regarding water sales to date, and estimated that we are at or near the estimated target.

## **10. QUARTERLY CUSTOMER SERVICE CALL METRICS**

Customer and Meter Services Supervisor Cruz reported the average hold time was slightly higher than during the same period last year, at 0.52 seconds, and the average talk time is at 4.24 minutes. Call volume was slightly higher in August, at 922 versus 903 in July, but far lower than in August of 2024. Total talk time for each month was shared, totaling approximately 57 hours, or 18 hours per customer service representative. The majority of calls were for bill payment. Staff does offer several ways to pay bills, but has concluded that customers prefer communicating payments through a representative, rather than through electronic methods.

## **11. CROPSWAP PROGRAM UPDATE**

Ms. Weber reported that since the program launched on April 30, 2024, it has received 96 project applications, 40 projects have been paid to date, 27 projects have been approved to start, and 17 projects have been moved from the waitlist to the pre-inspection phase. To date, \$1,077,450 in grant funding has been allocated for projects in Rainbow's service area.

Ms. Weber and Mr. Wiley explained the recent changes connected with efforts to distribute grant funds expeditiously. Additional funds not allocated within Rancho's service area will be made available for projects on the wait list. Ms. Weber shared some statistics about the project types approved in Rainbow's area, and Member Stewart thanked staff for their efforts in promoting the program. Ms. Weber shared a success story of a local fig grower who was suggested as a subject for a video testimony for the website.

## **12. WATER USE EFFICIENCY REBATES UPDATE**

Ms. Weber explained the Waterscape Rebate Program (WPP), which focuses on the installation of landscaping and water-wise features to help residents save water, save money, and beautify homes. The Waterscape Rebate Program allows customers to speak with a live representative to guide them through various aspects and options for turf replacement projects. Incentives are stacked, so Rainbow is at a great advantage for rebates for our residential and commercial customers. Smart flow monitor device Flume rebates have seen a large increase in purchases following the highlight of the program in the newsletter. They have an optional device, YoLink, that has an auto-shutoff feature that integrates with the meter, connects wirelessly, and utilizes technology to send notifications. It will automatically shut off and does not require a plumber to install. Renewal of the contract would require a slight rate adjustment, and the new rate would be \$75. The District would provide \$130 per device. YoLink also offers customized alerts and offers live customer service in California.

## **13. WEBSITE UPDATE**

Ms. Weber reported that we saw an increase in page views during the months of July and August, due to the wastewater fee increase and employment vacancies. The website is consistently refreshed, and the monthly information posted is being visited by our customers. Visits to individual pages also seem to correlate with topics in the newsletter. She provided a preview of the home page redesign and suggested recommended changes. Staff have also been focused on website accessibility requirements to make sure all of our documents are accessible to those with disabilities.

## **14. COMMUNITY EVENTS UPDATE**

Ms. Weber announced that the Annual North County Fire Protection District Open House will be held at Station 1 in Fallbrook on Saturday, October 4, 2025, from 9:00 a.m. to 1:00 p.m., and the Fall Mobile Blood Drive will be held October 16, 2025, from 9:00 a.m. to 2:30 p.m. at the District office. The goal is to receive 20 donations, and each donor will receive a Mickey Halloween t-shirt.

**15. NEWSLETTER CONTENT PLANNING**

In August, we featured the backflow prevention device, the importance of protecting the water supply, and who to call for support. National Backflow Prevention Day was August 16, 2025, and staff produced and posted a video on backflow devices and maintenance.

The September articles included: Water Supply Conditions at Optimal Levels for Agriculture Customers, an overview of the current water blend at the Skinner Treatment Plant, total dissolved solids, and their impact on agriculture; Landscape Upgrades Made Easy: Stacked Turf Replacement and Personalized Assistance from County of San Diego's Watershed Protection Program, and a video link for reducing outside water waste; Fall Landscape Workshops and information on free online classes presented by Metropolitan Water District and Green Garden Creations

October's features will be: Know your Zone, maintaining defensible landscaping, educational programs, and a reminder to update emergency contact information for important notifications. November's articles will include Best Practices to Keep Our Waterways Clean, information on commercial turf rebates and a request for customer feedback.

**16. PUBLIC COMMUNICATIONS AND RELATED MEDIA STORIES**

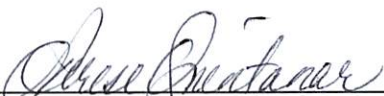
Two articles were shared in the meeting packet.

**17. SUGGESTED AGENDA ITEMS FOR THE NEXT MEETING**

Staff will be working to present a Strategic Communications Plan update.

**18. ADJOURNMENT - To Tuesday, October 21, at 1:00 p.m.**

Vice Chairman Stewart adjourned the meeting at 2:13 p.m.

  
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Terese Quintanar, District Secretary

  
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Bill Stewart, Committee Vice Chairperson